LEO BURNETT COMPANY, *Inc.*
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Marlboro Smokers Don't Switch Brands, They Switch Stores

No sale if you're out of stock

An average of 8 out of 10* of your customers will "Buy Elsewhere" if they can't find Marlboro in your store. These 8-out-of-10 "Buy Elsewhere" Marlboro smokers are compared to 1 out of 10 shoppers who will "Buy Elsewhere" if their favorite brand of canned peaches is out of stock or 2 out of 10 who will "Buy Elsewhere" *if they can't find the brand of canned corn they* want.

Don't take a chance on losing these "Buy Elsewhere" Marlboro smokers. Marlboro is the fastest-growing major brand in the United States. In the first nine months of this year, Marlboro sales increased 17%. Keep a watchful eye on your stock of Marlboro.

*Source: Progressive Grocer

Philip Morris U.S.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/hxgn0003

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